

INTERVIEW // Especially during the COVID-19 pandemic, oral health is more important than ever. With the "S.O.S. Save our Smiles" campaign, EMS now explicitly warns against the dangers of allegedly "compatible", copied, or counterfeit products. An interview about the background with EMS Managing Director Torsten Fremerey.

S.O.S. SAVE OUR SMILES: STRENGTHENING THE IMMUNE SYSTEM AND PRESERVING SMILES

Mr. Fremerey, EMS is currently attracting considerable attention with its "S.O.S. Save our Smiles" campaign. What is it about?

Many patients have understood that there is a direct link between a healthy mouth and general health. Good oral hygiene and professional biofilm management significantly contribute to a stable immune system – and this is particularly important in light of the COVID-19 pandemic. Therefore, more and more patients therefore seek professional prevention based on current state-of-the-art

science and technology, the Guided Biofilm Therapy (GBT).

GBT is the preventive game changer in modern dentistry. However, proper GBT only works with the high-precision original Swiss devices from EMS: the AIRFLOW® Prophylaxis Master with the PIEZON® PS Instrument, the AIRFLOW® MAX, and the PLUS powder – all perfectly coordinated. Working according to the GBT protocol ensures best results here. To ensure that GBT is implemented consistently, the Swiss Dental

Academy (SDA) offers high-quality courses. Upon request, our highly trained and experienced GBT trainers can also come to the practice and train the entire practice team on site. GBT in-practice training¹ is an investment offering the best imaginable return. True GBT recall practices are extremely successful.

With the S.O.S. campaign we wish to preserve the patients' smiles. Our main aim is that they get what they expect and what they pay for: a medically clean and healthy mouth.

In the campaign, you explicitly warn against using allegedly compatible, copied, or counterfeit products. Why is this important?



Fig. 1: Torsten Fremerey, Managing Director of EMS Electro Medical Systems GmbH. The Swiss company has developed Guided Biofilm Therapy (GBT) for modern biofilm management.

For EMS, oral biofilm management has been the driving force for innovations since the company was founded in 1981, and these are still unparalleled today. One example is the ultrasonic PIEZON® (Perio Slim) PS Instrument, probably the most copied ultrasonic device in the world. It is optimally suited for subgingival debridement in 95 percent of all cases. Like the other piezoceramic devices from EMS, the PIEZON® PS is a technical masterpiece: with its precise interaction between the handpiece and the electronic control, it ensures perfect linear transmission of energy, without any lateral impact by circular or other amplitudes, and is therefore also quiet and virtually painless for the patient (NO PAIN). Another example is our high-tech AIRFLOW® PLUS powder for the minimally invasive removal of biofilm and early calculus. This all-rounder based on erythritol with a particle size of 14 µm is the most fine-grained powder on the market. Copies can damage both hard and soft tissue and clog the AIRFLOW® handpiece.

The fact that these products are copied so often certainly implies a high level of recognition for us. But it poses a considerable risk, because teeth and gingiva can be damaged and this jeopardizes our mission – that of happy and healthy patients. If patients perceive their treatment as unpleasant, they will not attend the recall. Furthermore, copies can damage the perfectly matched EMS components or impair their performance. Both will end up costing the practice dearly!

GBT is considered the modern PMPR. Why?

According to the conviction of practitioners and leading scientists, Guided Biofilm Therapy reflects current state-of-the-art science and



Fig. 2: The patented laminar flow is clearly visible on the original AIRFLOW® MAX nozzle.

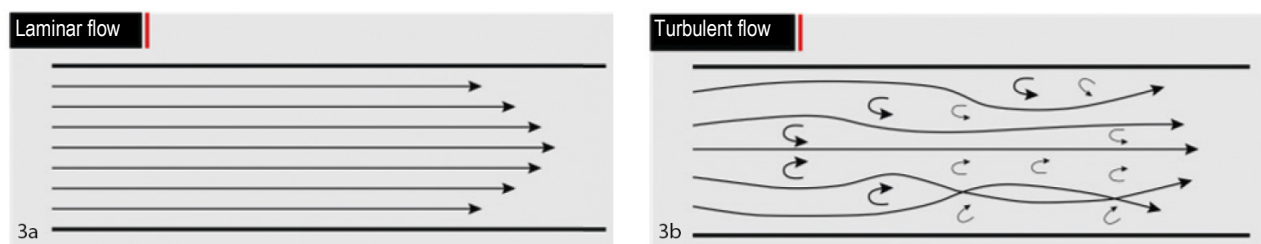
Stiftung Warentest, the German consumer watchdog, found in a survey of German practices, only 50 percent.² This is also reflected in the GBT Consensus Statement³ – but only in connection with the technology used for this purpose. The concepts behind GBT for preventive professional mechanical plaque removal and subgingival debridement are documented in a large number of preclinical and clinical studies. This applies both to their effectiveness and efficiency as well as their biocompatibility and patient friendliness.

Leaving scientific evidence aside, it is probably best to ask practitioners who use GBT and patients who have received GBT. You will, and of that I'm absolutely sure only receive enthusiastic answers: from prevention experts stating that they never want to work with the outdated methods of scratching and abrasion again. And patients will tell you that GBT is at last a professional mechanical plaque removal treatment that they welcome over and over again, without being afraid.

Even in these challenging times, do you think it is worth insisting on original products?

The technology behind GBT was developed by EMS engineers in close and elaborate cooperation with dentists. It takes profound knowledge to create highly efficient products that offer both simple design and easy operation.

Fig. 3a and b: As things stand today, laminar flow (a) provides a better overview in comparison to turbulent flow (b). Aerosols can be controlled even better with the new technology and thus reduced to a considerable extent.



technology. It stands for clearly defined performance and quality assurance, which also includes disclosing. This is because we aim to remove 100 percent of the biofilm and not, as

GBT practices experience correspondingly high and continuous patient demand and full recall appointment schedules.

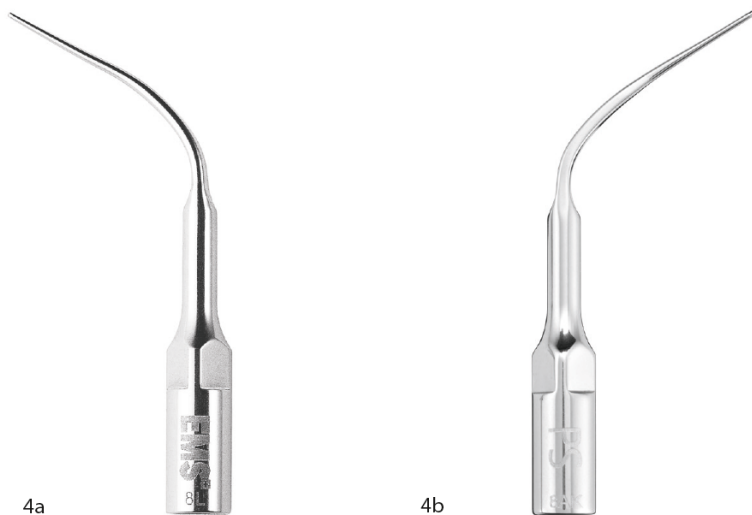


Abb. 4a und b: Auf dem Gewindefchaft des Original-PIEZON® PS Instruments sind das Logo von EMS sowie die Produktbezeichnung „PS“ eingraviert.

We know that patients are more than ever concerned with health issues, especially in light of the COVID-19 pandemic. Biofilm management should therefore first and foremost be clinically effective and gentle on tooth structure, thus ensuring successful treatment.

And this is where S.O.S. comes into play again: if I replace an original instrument with an inferior copy, the medical objective will never be achieved. This leads to avoidable damage to the device and irreparable damage to teeth and gingiva. If fake instruments are used, we cannot fulfill our promise to patients of

providing both thorough and painless treatment. The patient's health and smile are at considerable risk.

Last but not least, yet very important: how can we recognize original EMS products?

The combination of know-how built over decades by passionate researchers and developers, the Swiss precision and quality (Swiss Made), and, last but not least, the Swiss Dental Academy, the training institute that ensures the correct use of our products, makes us market leaders, and not without reason. The products PIEZON® PS Instrument, AIRFLOW® and PLUS powder, erythritol, are our minimally invasive originals for biofilm management. They ensure that modern professional mechanical plaque removal with the Guided Biofilm Therapy (GBT) protocol can be performed comfortably, safely, and efficiently – for patients and practitioners alike. The latest development from EMS is the AIRFLOW® MAX, a new handpiece with patented GUIDED LAMINAR AIRFLOW® Technology. This ensures a laminar air-powder-water flow – a quantum leap, as aerosols can now be controlled even better and thus reduced to a considerable extent.

Customers will find the original PIEZON® PS Instrument in a torque wrench, the so-called CombiTorque. This protects the tip,

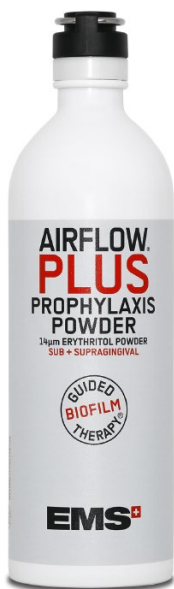
which is thin and smooth like a probe. In addition, the EMS logo as



well as the product designation "PS" are also engraved on the thread shaft of the original PS instrument. A satisfied and healthy patient who gladly attends their appointment again is inimitable proof that original EMS products have been used. And that is what counts!

- 1 <https://sda.dental/DZ-SOS-1220>
- 2 Redaktion. Weit aufmachen, bitte. Stiftung Warentest: Professionelle Zahnreinigung. test 2015, Heft 7:86-90.
- 3 Lang N, Lussi A, Bastendorf KD. Wissenschaftlicher Konsens, 2019. <https://gbt-dental.com/EMS-PM-BZAEK-1120>

GBT Consensus Statement



Abt für Flas die:

Fig. 5: The original AIRFLOW® PLUS powder is now available in a high-quality aluminum bottle (400 grams) for greater sustainability. After usage of the PLUS powder it reverts to a drinking bottle.

EMS ELECTRO MEDICAL SYSTEMS GMBH

Stahlgruberring 12
81829 München
Tel.: +49 89 427161-0
Fax: +49 89 427161-60
info@ems-ch.de
www.ems-company.com